



New Jersey Gains the Power to Choose Green-e Certified Electricity; First-ever Live News Conference Webcast From Trenton State House

Government Editors/Environmental & Resource Writers

TRENTON, N.J.--(BUSINESS WIRE)--March 22, 2000--The Center for Resource Solutions (CRS) announced today that the Green-e Program has certified GreenMountain.com's Enviroblend electricity option for residents in all 21 New Jersey counties.

Now, for the first time, New Jersey residents have the option to buy renewable-based electricity certified by the Green-e Program. When customers see the Green-e certification, they can be sure they are purchasing electricity from reliable renewable resources that meet strict consumer protection and environmental standards.

The introduction is being made today at the first-ever live webcast news conference from the State House in Trenton. The live announcement can be accessed on the internet at www.greenmountain.com or at www.yahoo.com / Net Events.

"We're especially excited to offer environmentally-conscious New Jersey families an energy product that has the assurance of the Green-e logo," stated Dennis Kelly, President and Chief Executive Officer of GreenMountain.com.

"It continues to be exciting when states open for renewable-based electricity. With the Green-e certification of Enviroblend we welcome New Jersey to the renewable electricity market," said Jan Hamrin, Executive Director of the CRS.

To receive Green-e certification, at least half of an electricity product's energy supply must come from eligible renewable resources such as wind, solar, geothermal, biomass or small-scale hydro projects. Enviroblend is based on 50 percent renewable energy. The other half is from natural gas and large hydropower facilities. Approximately 4% of the electricity in Enviroblend will come from newly built wind power facilities.

Under the terms of the Green-e Program, GreenMountain.com agrees to abide by the Green-e Code of Conduct, including the submittal of marketing materials to CRS to make sure customers receive truthful information about Enviroblend. GreenMountain.com will also undergo an annual verification process to document that the company purchased enough renewable electricity to meet its marketing claims. More information on the voluntary Green-e program is available at www.green-e.org or 888/63-GREEN.

New Jersey's electricity market has been deregulated since fall of 1999, giving consumers the option to choose their power provider. CRS launched Green-e in California in 1997, in Pennsylvania in 1998, and throughout New England in 1999. Currently, over 250,000 customers nationwide purchase Green-e certified electricity.

About Green-e

The Green-e program is administered by the Center for Resource Solutions (CRS); a non-profit organization dedicated to building human capacity and institutions for energy, economic and environmental sustainability. Based in San Francisco's Presidio, CRS manages national and international programs that preserve and protect the environment through the design of innovative strategies and increased utilization of sustainable technologies. Dr. Jan Hamrin is the founder of CRS and serves as the organization's Executive Director. More information on CRS is available at www.resource-solutions.org.

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